



ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision **313005 /**

Original Date / Revision
09/27/12 10/08/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3267**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 140833

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	25350
KPNX	18%	25350
KPPX	%	0
KSAZ	25%	35208
KTVK	27%	38025
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	32	\$14,365.00	\$16,900.00	0.00
Totals	32	\$14,365.00	\$16,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	32	\$14,365.00	\$16,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/12/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--		1		\$450.00		0.00				
E 2	KNXV	10/15/12	10/18/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWT---		4		\$450.00		0.00				
E 3	KNXV	10/14/12	10/14/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 10/08/12

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Contract / Revision **313005** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/08/12

Order Sep 00:13:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3267**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU 4pm-430pm											
				SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$250.00		0.00						
E 4	KNXV	10/12/12	10/12/12	M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
E 5	KNXV	10/15/12	10/18/12	M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	KNXV	10/15/12-10/21/12		M-F 6pm-630pm	6pm-630pm		MTWTh----	:30	(\$1,000.00)	0.00	NM				
See MG 5.9															
[NA no 6PM due to the National Debates. jtaylor 10/5/12]															
9	KNXV	10/15/12-10/21/12		Prime News	8p-9p		MTWThFSaSu	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 5.5 10/16															
E 6	KNXV	10/12/12	10/12/12	M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
E 7	KNXV	10/15/12	10/18/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	KNXV	10/15/12-10/21/12		M-F 630pm-7pm	630pm-7pm		MTWTh----	:30	(\$1,000.00)	0.00	NM				
See MG 7.9															
[na due to program change preempt rv 9/27]															
9	KNXV	10/16/12-10/16/12		Prime News	8p-9p		-T-----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 7.5 10/16															
E 9	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,400.00		0.00						
E 10	KNXV	10/12/12	10/12/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	----F--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$250.00		0.00						
E 11	KNXV	10/15/12	10/18/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	MTWT---	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	8		\$250.00		0.00						
E 12	KNXV	10/12/12	10/12/12	M-F 1206am-110am	CM	1206am-106am	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Katie - Repeat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$100.00		0.00						
E 13	KNXV	10/15/12	10/18/12	M-F 1206am-110am	CM	1206am-106am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
				Katie - Repeat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$100.00		0.00						



KNXV

Print Date: 10/08/12

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**KNXV-TV
PHOENIX**

Contract / Revision **313005** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/08/12

Order Sep 00:13:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **3267**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KNXV	10/15/12	10/18/12	M-F 1206am-110am Katie - Repeat	CM	1206am-106am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00

*Tax 1 Note: Tax 0.5%.

Totals 32 \$16,900.00